



How to Identify and Develop Immunization Champions

A champion can help you promote your immunization program by making your cause more personal. Champions can be individuals (doctors, nurses, medical assistants, students, and technical and non-technical office staff, teachers, parents, and community leaders) or organizations (provider offices, non-profit organizations, and businesses). A childhood immunization champion is anyone who is passionate about protecting the health of children by encouraging the appropriate vaccinations. Champions are people, groups, or organizations that can help get vaccination messages out and reinforce them in a local setting.

Steps for Working with Champions

1. Identify Champions

- a. Look for people who openly support immunization, such as people who:
 - Are interested in your cause and attend your meetings or events.
 - Speak up during meetings or events and provide accurate immunization information to a variety of audiences.
 - Have personal experience with vaccine-preventable diseases.
- b. Identify people who are well connected in the community and considered influential by their peers or the general public.
- c. Approach the person and ask him/her if he/she would be willing to be a champion with your program. Clearly explain the types of activities you would ask them to do and how much time would be required.

2. Support and Develop Champions

- a. Provide Champions with educational materials (talking points, PowerPoint® presentations, recent publications and relevant books).
- b. Give them training on immunization topics, as appropriate (on-line access to meetings or in-person trainings).
- c. Provide them with media training if they will be speaking with the media.

3. Promote Champions

- a. Provide opportunities for the Champions to be publicly visible, for example by speaking at conferences, press conferences, trainings, or community events.
- b. Encourage them to attend local, state, and national immunization meetings.
- c. Encourage them to join immunization boards, committees, task forces, and coalitions.
- d. Introduce them to and provide opportunities for interaction with other local, state and national immunization experts.

4. Recognize and Reward Champions.

- a. Host luncheons or breakfast events to honor champions in your community.
- b. Have the head of your organization/department present an award or recognize the Champion(s) publically in front of peers during NIIW.
- c. Recognize the champion on your website or social media platforms.
- d. Nominate the person for a *CDC Childhood Immunization Champion Award*. CDC honors up to one champion from each U.S. state, territory and Freely Associated State each April during National Infant Immunization Week, Visit the [Champions Award page](#) on the CDC website for more information.

Examples of Champions include:

www.cdc.gov/vaccines/events/niiw/champions/profiles.html

This document can be found on the CDC website at: www.cdc.gov/vaccines/events/niiw/index.html